

ABSTRACT OF THE DISCLOSURE

A system and method for non-intrusively embedding a multimedia advertisement associated with an object in an audiovisual program provided by one of various sources. The advertisement may be accessed and extracted from the program by pointing and clicking on the object while the object is displayed. A summary of advertisements may thereby be created. The
5 accessed advertisements may be bookmarked or stored to create the summary. A user may create a profile of preferred types(s) of advertisements to filter out the display of advertisements for undesired types of advertisements.